

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Your return address  
below. Retain  
your stenciled address

DETACH ON DOTTED LINE

JOHN'S, APOPKA, FLORIDA

I accept the \$18.00 value Full Line Assortment on  
the basis of your special offer.

Signed:

Name \_\_\_\_\_

Street & Number \_\_\_\_\_

City, State \_\_\_\_\_

**Be Sure** to Return Both of These Shaded Panels



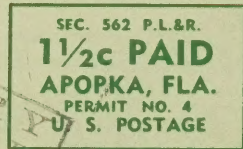
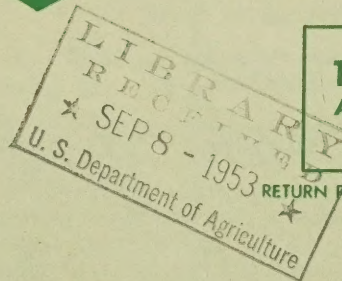
62.17  
RETURN POSTAGE GUARANTEED

**John's**  
PLANTS SEEDS BULBS

APOPKA, FLORIDA

GARDEN SUPPLIES  
PLANT FOOD

27AM  
Y929UN



SEC. 562 P.L.&R.

**1 1/2c PAID**

**APOPKA, FLA.**

PERMIT NO. 4

**U. S. POSTAGE**

RETURN POSTAGE GUARANTEED

Librarian  
U.S. Dept of Agriculture  
Washington 25, D. C.

"YES MA'AM, I CAN PERSONALLY ENDORSE IT"

**ABF SEPTEMBER '53**

PRINTED IN U. S. A.



# Please Notice: SHIPPING RESTRICTIONS TERMS OF SALE

## SHIPPING UNITS AND WEIGHTS:

The below listed shipping units are the result of years of experience and incorporate the best packaging of plants in order to insure the best arrival condition and also take advantage of the best express weight rates.

Only full boxes of potted plants travel well and your ordering should be so based. Remember that small orders boost the prorated express cost per plant and cut into your profits.

### Plants wrapped in WAXED PAPER

Best shipped in units of:

Box of 60 (Approx. wt. 14-19 lbs.)  
Box of 100 (Approx. wt. 25-35 lbs.)  
Box of 120 (Approx. wt. 30-38 lbs.)

### Plants potted in PAPER POTS

Shipped **only** in the following units  
but can be assorted as to varieties.

2" pots — 60 or 120 to a box (wt. 15 or 28 lbs.)  
2½" pots — 50 or 75 to a box (wt. 18 or 26 lbs.)  
3" pots — 50 to a box (wt. 28 lbs.)  
4" pots — 25 to a box (wt. 28 lbs.)

### Plants in CLAY POTS

Shipped **only** in the following units  
but can be assorted as to varieties

2" pots — 50 to a box (Approx. wt. 25 lbs.)  
2½" pots — 40 to a box (Approx. wt. 33 lbs.)  
3" pots — 25 to a box (Approx. wt. 30 lbs.)  
4" pots — 12 to a box (Approx. wt. 19 lbs.)

**TIME OF SHIPMENT:** Unless otherwise specified by you, your order will be scheduled for immediate shipment.

**TERMS OF SALE:** The savings of extra bookkeeping expense and credit losses helps me to maintain my present low prices in the face of increased production costs. Please send check or money order with your order or it will be shipped C.O.D. For those who wish credit I ask for three weeks to communicate with references.

**CLAIMS:** Every precaution is taken with regard to transit regulations to prevent losses, therefore, in the event of losses due to transit conditions, it is imperative that the consignee file a claim immediately with the carrier.

**10% DISCOUNT:** I can offer you bigger plants, grown especially for you, at a 10% discount if you order 5,000 or more and if you let me know 60 days in advance of shipping date.

Frankly, I add the 5,000 extra cuttings to my regular production quota and set them aside for you. This eliminates risk and is worth the 10% discount. Production planning is a job and a 5,000 order without advance notice is no saving on my part over an order of 100 or 500.

Let me hear from you as to how I can work with you on this.

**John's**  
PLANTS SEEDS BULBS  
APOPKA, FLORIDA

## STANDING ORDER PLAN

### SAVE TIME, MONEY and CORRESPONDENCE

Have weekly or bi-weekly shipments coming in. Don't have too many plants on hand one time and not enough on another. You can always cancel!

Weekly \_\_\_\_\_  
Bi-Weekly \_\_\_\_\_  
Monthly \_\_\_\_\_

Quantity	Description	Price	From:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

### Stock Available For GROWING ON —

NEPHTHYTIS	Bare Rooted	4-5 leaves	7c each
PEPEROMIA	Bare Rooted	4-5 leaves	7c each
PHILODENDRON	Bare Rooted	4-5 leaves	7c each

### PROPAGATING VINES (For Eyes)

PHILODENDRON—\$15.00 per 1000 eyes. POTHOS—\$20.00 per 1000 eyes.





LOW COST PLANTS AVAILABLE YEAR AROUND



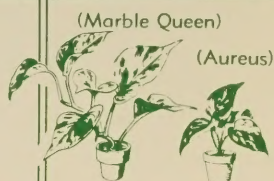
**NEPHTHYTIS**  
(Liberica)



(Variegata) (Green)  
**PEPEROMIA**



**PHILODENDRON**  
(Cordatum)



(Marble Queen)  
(Aureus)  
**POTHOS**  
(Scindapsus)



**CACTUS**  
(Cereus Peruvianus)



**IVY**  
(Hahn)



**IVY**  
(Grape)



**AGAVE**  
(Sisalana) (Decepens)



**NEANTHE BELLA  
PALM**  
(Chamaedorea)



**CRASSULA**  
(Aborescens)



**SERRISA**  
(Foetida-Variegated)



**DRACAENA**  
(Godseffiana)



**CHINESE  
EVERGREEN**  
(A. Simplex)



**RUBBER PLANT**  
(ficus elasticus)



**ARDISIA**  
(Crenulata)



**SANSEVIERIA  
HAHNII**



**PHILODENDRON JOHNSII**  
(Selloum)



**PLANT  
COMBINATION**



**PODOCARPUS**  
(Maki)



**SANSEVIERIA  
ZEYLANICA**

**SANSEVIERIA  
LAURENTII**



**PHILODENDRON  
DUBIUM**



**PHILODENDRON  
HASTATUM**



**PHILODENDRON  
MONSTERA**

DO NOT MIX CLAY WITH PAPE





# DESCRIPTION AND PRICES

*John's*  
PLANTS SEEDS & SOILS

NAME	DESCRIPTION	PAPER POT	CLAY POT
<b>NEPHTHYTIS</b> —			
Large dark green leaves.	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
<b>VARIEGATED NEPHTHYTIS</b> —Very colorful, smaller, crinkled leaves.	2" pot (1 plant)	15c	16c
<b>PEPEROMIA</b> —			
Many waxey, dark green leaves	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
<b>VARIEGATED PEPEROMIA</b> —	2" pot (1 plant)	20c	21c
<b>PHILODENDRON</b> —Number 1 in sales.			
(Cordatum) (Either long or short vines)	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
<b>POTHOS AUREUS</b> —Golden Variegation	2" pot (1 plant)	9c	10c
	3" pot (3 plants)	25c	29c
<b>POTHOS MARBLE QUEEN</b> —			
Snowy white variegation.	2" pot (1 plant)	20c	21c
	3" pot (1-3 plants)	35c	39c
<b>CACTUS</b> —FROM 2-5" tall in special soil.	2" pot (1 plant)	9c	10c
<b>IVY</b> —Hahn's	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
<b>IVY</b> —Grape—Large plant	2½" pot (1 plant)	18c	20c
<b>AGAVES</b> —Sisalana (Smooth edge) Order either			
Decepens (Rough edge) or Both.	2" pot (1 plant)	9c	10c
<b>NEANTHE BELLA PALM</b>			
"Perfect for Dish Gardens or Growing on."	2" pot (1 plant)	9c	10c
	— Likes shade.		
<b>CRASSULA</b> —Small, bushy and well shaped.	2" pot (1 plant)	9c	10c
	2½" pot (1 plant)	18c	20c
<b>SERRISA</b> —Very dainty, woody plant with perfect white margined leaves.	2" pot (1 plant)	9c	10c
<b>DRACAENA</b> —Slender woody plant—Large dark green leaves with white spots.	2½" pot (1 plant)	20c	22c
<b>CHINESE EVERGREEN</b> —4-6 leaves, 5-8" tall, Barerooted . . . . .			
	5-8 leaves, 8-16" tall, 3" pot (1 plant)	25c	49c
For Every Use—Soil or Water—Planter or Pot		45c	
<b>RUBBER PLANT</b> —5-7 leaves	3" pot (1 plant)	50c	54c
6-10 leaves	4" pot (1 plant)	75c	80c
<b>ARDISIA</b> —Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves.	2" pot (1 plant)	9c	10c
	2½" pot (1 plant)	18c	20c
<b>PLANT COMBINATION</b> —3 pot grown assorted plants frequently varied for best arrangement.	3" pot (3 plants)	25c	29c
<b>PODOCARPUS</b> —Dark green with light green top growth	2" pot (1 plant)	9c	10c
<b>S. LAURENTII</b> —(Gold Banded)			
The Special, 3-5 leaves, 12-20" tall.	} Bare	<b>WAX WRAP</b>	
The Regular, 2-3 leaves, 15-18" tall.		18c	
The Rosette, 3-5 leaves, 4-8" tall.		15c	
		15c	
<b>S. ZEYLANICA</b> —3-4 leaves, 6-10" tall	} Sphagnum Moss.	9c	
<b>S. HAHNII</b> —The New Patented Rosette.	2" pot	12c	14c
Pot Grown—Excellent Color.	2½" pot 1 plant)	20c	22c

## LARGE CUT-LEAF PHILODENDRONS

<b>P. JOHNSII</b> —Beautiful erect growth.			
NEW			
A must in the decorator's manual.	3" pot	60c	65c
The 4" pot size shipped only in minimum quantities of 12 plants per box or multiples thereof.	4" pot	\$1.25	\$1.30

<b>P. DUBIUM</b>	3-5 leaves, 10-18" tall.	4" pot	} Paper Pots Only Minimum Order of 12 Plants Which May Be Assorted
<b>P. HASTATUM</b>	4-6 leaves, 10-15" tall	4" pot	
<b>P. MONSTERRA</b>	3-4 leaves, 15-24" tall	4" pot	

**\$20**

We Recommend 4 of Each to Answer All Needs.

PAPER POTS

CLAY POTS ARE SH



# John's SPECIAL AND SEASONABLE PLANTS

CLAY  
POT  
10c  
20c  
29c  
16c

10c  
20c  
29c  
21c

10c  
20c  
29c

21c  
39c

10c

10c  
20c  
20c

10c

10c

10c  
20c

10c

10c

49c

54c  
80c

10c  
20c

29c

10c

14c  
22c

65c  
\$1.30

20

BULBS



**BOSTON FERN**  
(Compacta)



**LACE TABLE FERN**  
(Asstd. Pteris Fern)



**CALADIUM**  
Plants



**AMARYLLIS BULBS**  
(Hybrid)

NAME	DESCRIPTION	WAX WRAP	PAPER POT	CLAY POT
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*Selected Ferns--- 20 Years of Experience Behind Them*

<b>BOSTON FERN</b> (Compacta)	For a 4" pot	Bare Rooted.	<b>12c</b>	
<b>TRUE BOSTON FERN</b> (Bostonensis)	For a 3" pot	Roots in Sphagnum Moss.	<b>15c</b>	
<b>LACE TABLE FERNS</b> A delicate beauty with golden edged leaves.	Pot grown	2 1/2" pot	<b>20c</b>	<b>22c</b>

## Colorful CALADIUM PLANTS

**ASSORTED - Fancy Leaves**

3" pot	<b>25c</b>	<b>29c</b>
4" pot	<b>35c</b>	<b>40c</b>

**ORDER NOW!**

**ASSORTED**

*Hidden Beauty*

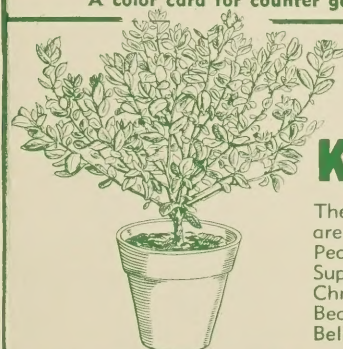
**Hybrid AMARYLLIS BULBS**

Be the first to have them.

*To be shipped:*  
**October 15-February 15**

A color card for counter goes with each order.

SIZE BY DIAMETER	PRICE EACH
2 1/4" Bulbs	<b>12c</b>
2 1/2" Bulbs	<b>15c</b>
2 3/4" Bulbs	<b>35c</b>



## A Z A L E A S

**KURUME TYPE FOR GROWING ON**

The following varieties are available: Hexe, Pink Pearl, Snow, Sweetheart Supreme, Mme. Pericat, Christmas Cheer, Salmon Beauty, Hinodegiri, Coral Bell.

Strong bushy plants grown in scientifically prepared soil.

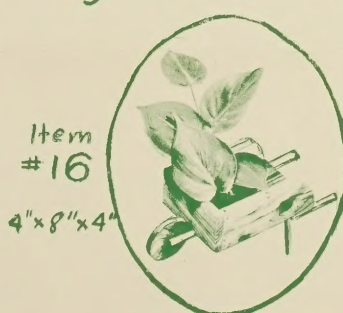
PAPER POT	CLAY POT
3" pot <b>25c</b>	<b>29c</b>
4" pot <b>45c</b>	<b>50c</b>

## Handmade Cypress Wood Planters



Item #15

3"x5"x8"



Item #16

4"x8"x4"



Item #17

4"x6"x3"

These "Heirloom" Planters, made of beautifully grained **FLORIDA CYPRESS**, with a special natural finish, come complete - Planter, 2" wood colored plastic pot and Philodendron.

**\$21.60** for 24 Assorted Planters..

All Christmas Orders must be in by November 10th.

**SHIPPED ONLY IN FULL BOXES**



## PLANTS IN WAX PAPER WRAP OR WAXED PAPER POT

Quantity Wanted	Description	Cost Each
_____	TRUE BOSTON	15c
_____	BOSTON COMPACTA	12c
_____		
_____		
_____	CHINESE EVERGREEN	25c
_____	S. ZEYLANICA	9c
_____	S. LAURENTII (REGULAR)	15c
_____	S. LAURENTII (SPECIAL)	18c
_____	S. LAURENTII (ROSETTE)	15c

\_\_\_ Assts. of { \_\_\_ # 15 Rocking Chairs  
 \_\_\_ # 16 Wheelbarrows  
 \_\_\_ # 17 Cobbler's Benches  
 \_\_\_ 24 planters and plants

Quantity Wanted	Pot Size	Description	Cost Each
_____	3"	NEPHTHYTIS	29c
_____	3"	PEPEROMIA	29c
_____	3"	PHILODENDRON	29c
_____	3"	CALADIUM PLANT ASST.	29c
_____	3"	CHINESE EVERGREEN	49c
_____	3"	PHILODENDRON JOHNSII	65c
_____	3"	PLANT COMBINATION	29c
_____	3"	POTHOS	29c
_____	3"	POTHOS MARBLE QUEEN	39c
_____	3"	RUBBER PLANT	54c
_____	4"	CALADIUM PLANT ASST.	40c
_____	4"	PHILODENDRON JOHNSII	\$1.30
_____	4"	RUBBER PLANT	80c

Ship to





**John's**  
**PLANTS SEEDS BULBS**  
APOPKA - FLORIDA

**IT'S NOT CHRISTMAS..BUT...**

LET ME SEND YOU AN \$18.00 VALUE, FULL LINE ASSORTMENT  
OF MY OWN SELECTED PLANTS AND AT THE END OF 30 DAYS  
YOU ONLY PAY ME WHAT YOU THINK THEY WERE WORTH.

Yes sir! start off the selling season with a Bang  
and at my risk.

Look at it this way--I grow the plants you sell  
and guarantee you quality and service at all times.  
However, I can only solicit you business by mail so  
why not eliminate any risk by taking advantage of this  
offer now! It is only Available for the next 30 days.

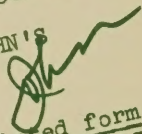
Your shipment will go forward express collect, from here,  
and 30 days after receipt of my special assortment  
you send me a check for whatever you think fair, or  
(a notation as to why you are not sending me anything)

I'm looking for steady customers and if you know of any  
fairer way to do so I would like to know it.

Might I hear from you?

Sincerely

JOHN'S



P. S.

**NOTE!**

Your acceptance must be indicated on the tinted form  
below. Return it with the tinted section containing  
your stenciled address.